2017 STATEWIDE ME&O
LOW-INCOME COMMUNITIES SURVEY

Final Results

12/22/2017

Opinion **Dynamics**

Overarching Research Objectives for the Low-Income Communities Survey

- Compare low-income households to the general population on SW ME&O campaign metrics to determine if the campaign is reaching low-income households to same extent that it is reaching Californians overall

- Expand knowledge of how low-income communities currently manage their energy use, and the barriers to making changes to reduce usage

- Identify differences in the reach of ME&O, and barriers to engaging in energy management among different sub-groups

- Identify trusted information sources for low-income communities, and determine if they vary by sub-group

- Compare the energy management challenges facing renters versus owners within low-income communities

Opinion **Dynamics**

Tracking Survey Methodology

- Conducted a mail-push-to-web, multilingual survey with 1,790 Californians
    - Mailed simple random sample of California residents an invitation to complete survey on-line or call phone center to complete survey with telephone interviewer
    - Followed letter invitation with two post-card reminders
- Response rate: 19%
- Respondents could complete the interview in either English, Spanish, or Chinese
    - English: 1,757
    - Spanish: 23
    - Chinese: 10
- Field dates: 9/29/2017 - 10/23/2017
- All results weighted to California statewide population in terms of age, income, education, and ethnicity

Opinion **Dynamics**

Low-Income Survey Methodology

- Conducted a mail-push-to-web, multilingual survey with 1,197 Californians
  - Sent survey invitations to an oversample of households in census tracts using select census data that goes into the CalEnviroScreen score
  - Oversampling focused on socioeconomic status (poverty, housing burden, education) and linguistic isolation
  - Sampling strategy resulted in more completed surveys with low-income (40% low-income survey vs. 30% tracking survey) and non-English speaking respondents (6% low-income survey vs. 2% tracking survey)
  - Response rate: 11%
- Respondents could complete the interview in either English, Spanish, or Chinese
    - English: 1,121
    - Spanish: 69
    - Chinese: 7
- Field dates: 11/10/2017 - 12/06/2017
- All results weighted to California statewide population in terms of age, income, education, and ethnicity

Opinion **Dynamics**

Combined Surveys

- Results from both surveys did not differ on key metrics such as brand awareness, and a combined dataset with results from both surveys was used for analysis

- Combined response rate: 15%, n=2,987

- All results weighted to California statewide population in terms of age, income, education, and ethnicity
  - In some cases, questions were only asked on one survey. To address this, separate weights were constructed for the tracking survey, low-income communities survey, and combined datasets and these weights were used with the questions corresponding to each dataset.

Opinion **Dynamics**

Low-Income Community Profile

Opinion **Dynamics**

Definition of low-income comes from the ESA Income Guidelines

Household Size	Income Eligibility Upper Limit
1-2	$32,040
3	$40,320
4	$48,600
5	$56,880
6	$65,160
7	$73,460
8	$81,780
Each additional person	$8,320

Source: http://consumers.cpuc.ca.gov/esap/

Opinion **Dynamics**

Low-income respondents are more likely to be Hispanic, unemployed, housing-burdened, apartment renters, and living in a household with an individual with a disability

- Low-income respondents are more likely to be:

Hispanic
64% of low-income respondents are Hispanic (vs. 27% of non-low-income

Unemployed
11% of low-income respondents are unemployed (vs. 2% of non-low-income)

Housing-Burdened
62% of low-income respondents spend more than half of their yearly income on housing costs (vs. 33% of non-low-income)

Living in a household with a individual with a disability
34% of low-income respondents live in a household with an individual with a disability (vs. 17% of non-low-income)

Apartment Renters
67% of low-income respondents are renters (vs. 34% of non-low-income)
39% of low-income respondents live in apartments (vs. 25% non-low-income)
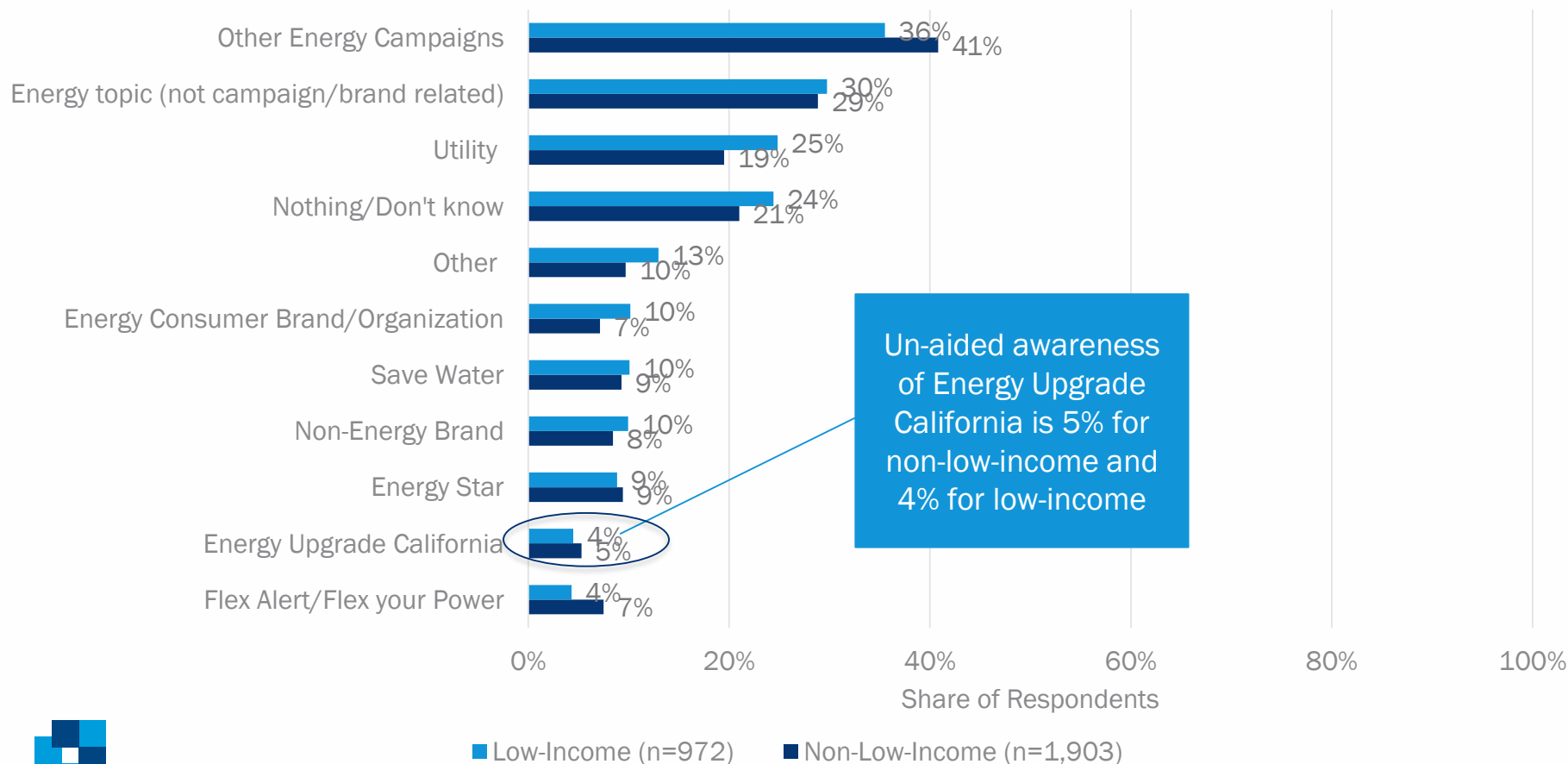
Opinion **Dynamics**

Energy Upgrade California Campaign and Low-Income Communities

Low-income respondents have similar unaided brand awareness of Energy Upgrade California and other brands

When you think of brands, campaigns, or initiatives that encourage Californians to save energy, which ones come to mind?

Category	Low-Income	Non-Low-Income
Other Energy Campaigns	36%	41%
Energy topic (not campaign/brand related)	30%	29%
Utility	25%	19%
Nothing/Don't know	24%	21%
Other	13%	10%
Energy Consumer Brand/Organization	10%	7%
Save Water	10%	9%
Non-Energy Brand	10%	8%
Energy Star	9%	9%
Energy Upgrade California	4%	5%
Flex Alert/Flex your Power	4%	7%

Share of Respondents

Un-aided awareness of Energy Upgrade California is 5% for non-low-income and 4% for low-income

■ Low-Income (n=972)   ■ Non-Low-Income (n=1,903)

Opinion **Dynamics**

While low-income respondents show higher aided awareness of Energy Upgrade California, there is concern about social desirability bias

Power Save California is not a real campaign.

Y-axis: Share of Respondents Aware of Campaign

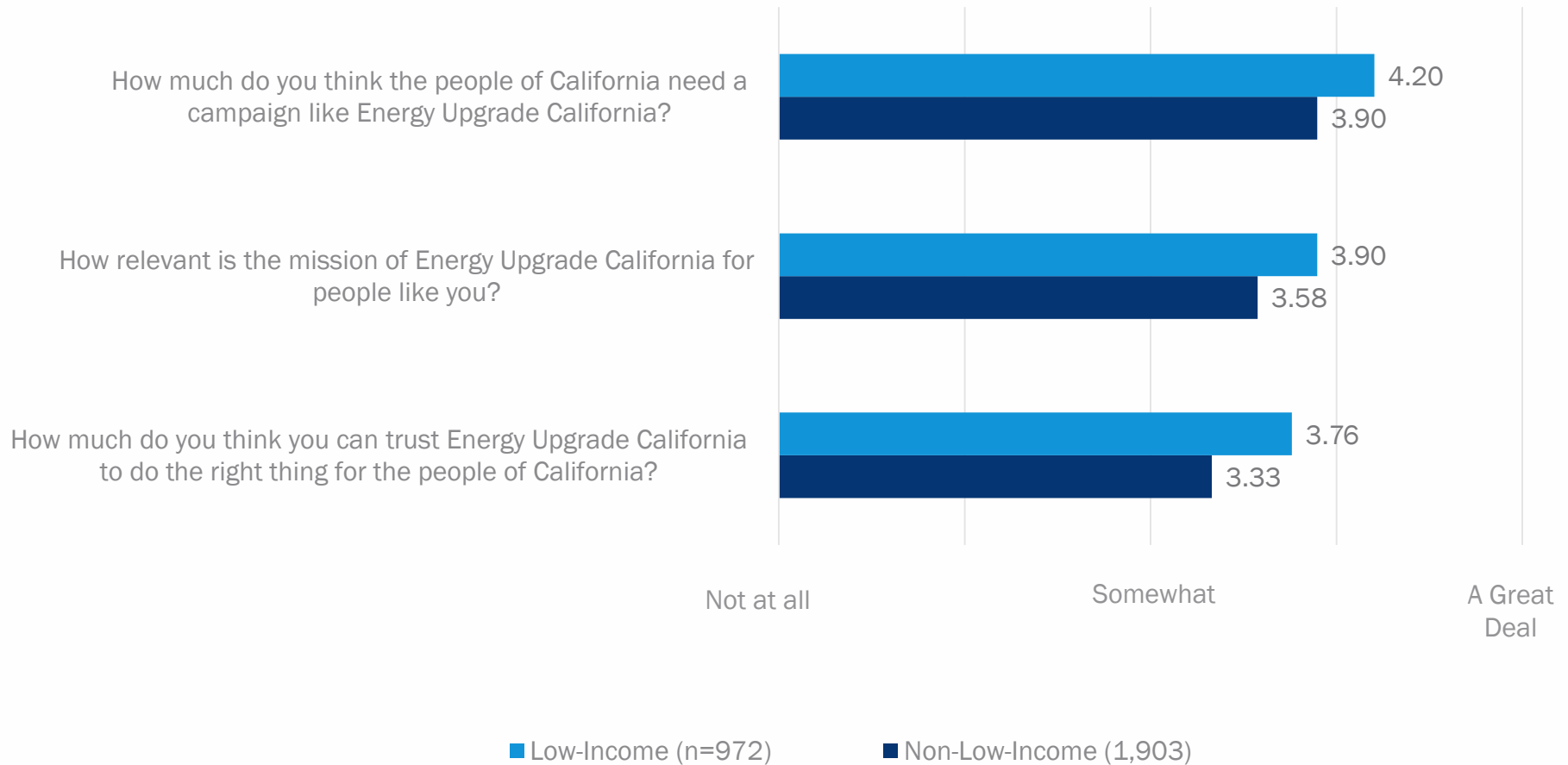| Campaign	Non-Low-Income	Low-Income
Power Save California	14%	35%
Energy Upgrade California	24%	31%
Go Solar	47%	59%
Flex Alerts	50%	35%
Flex Your Power	53%	39%
Save Water	61%	60%
Energy Star	84%	70%

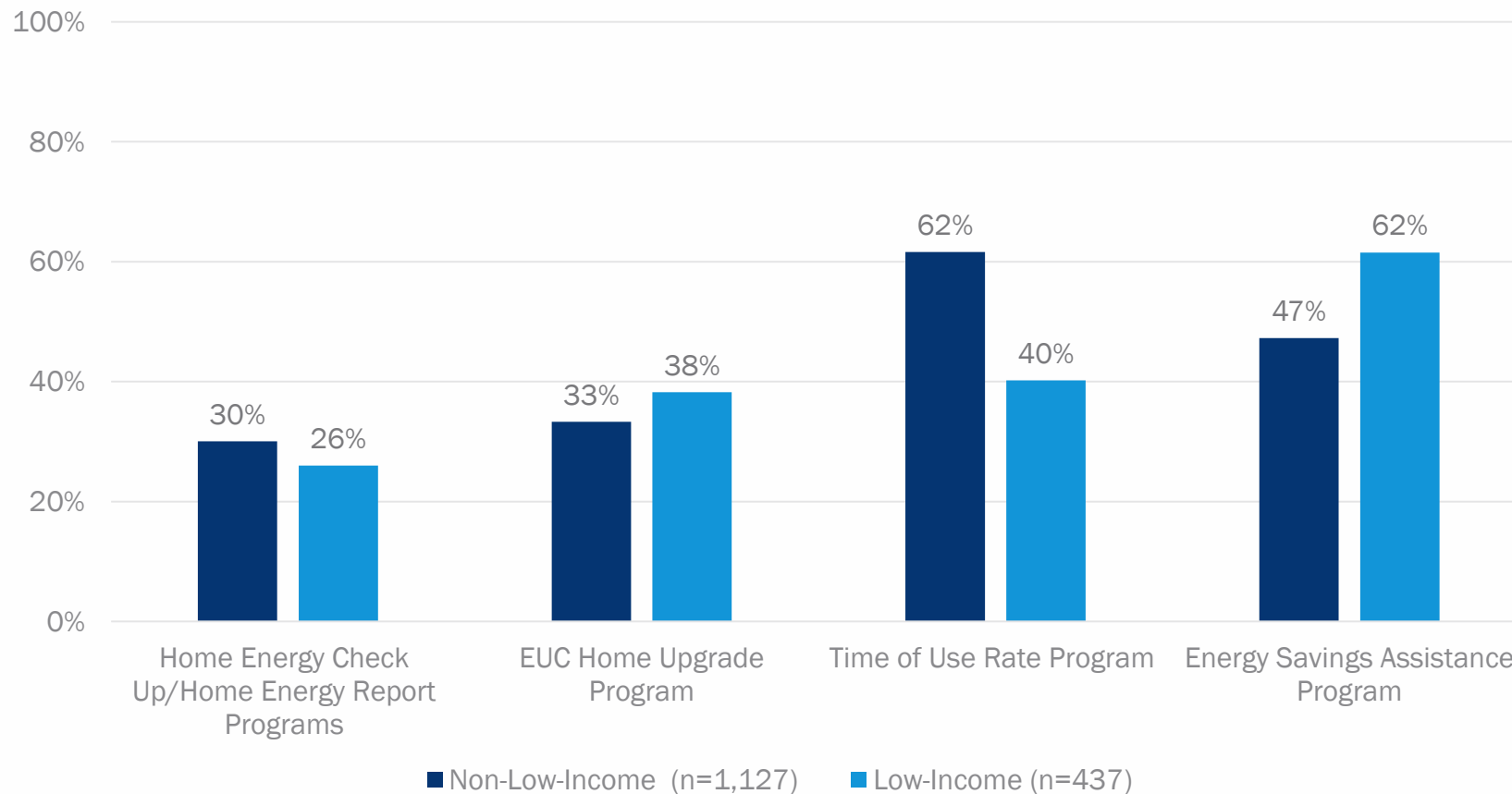■ Non-Low-Income (n=1,594) ■ Low-Income (n=1,847)
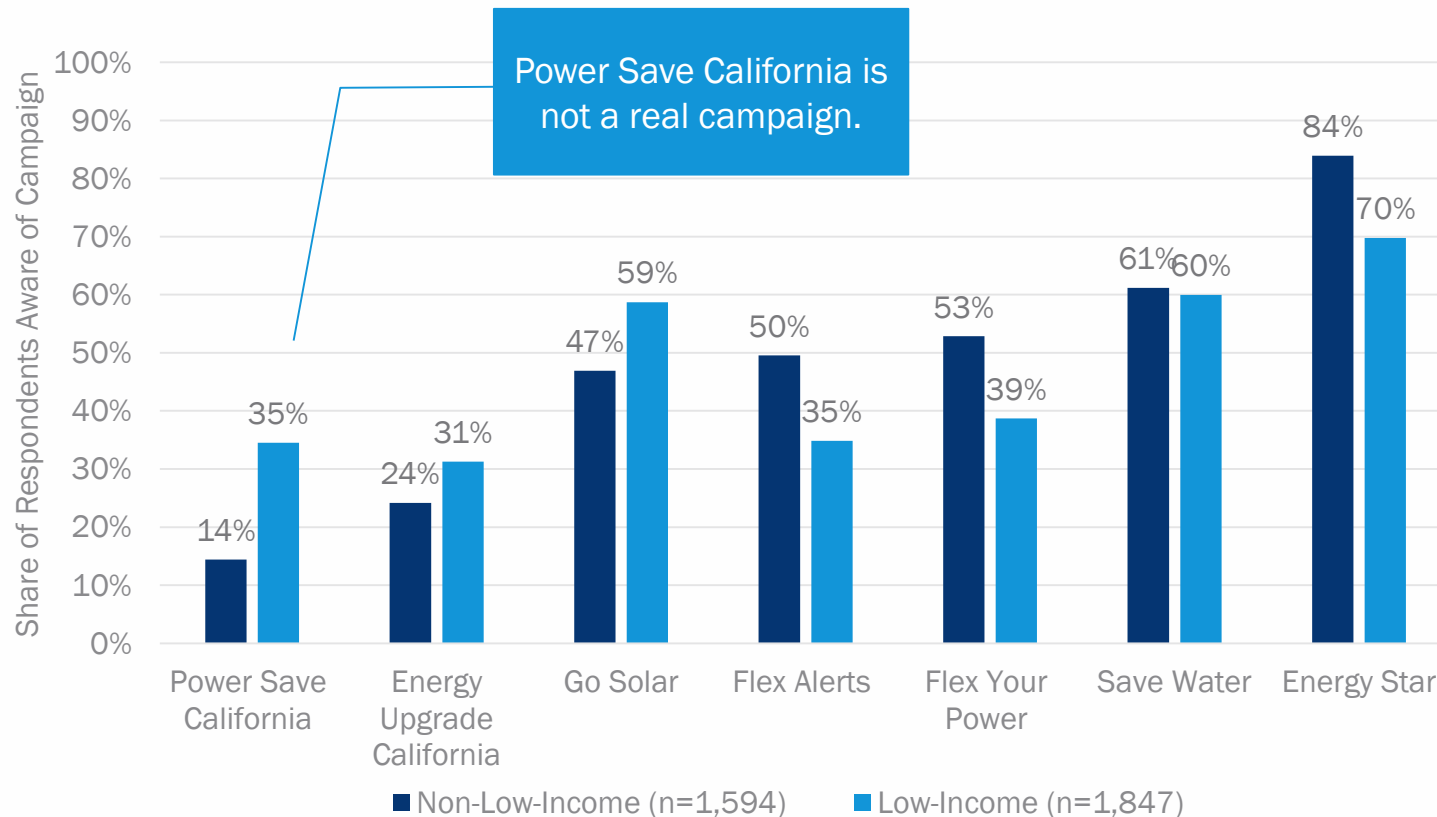
Note: Lower income respondents show greater awareness for both Energy Upgrade California and Power Save California, which is not a real brand, but lower awareness of other more established brands. This suggests that low-income respondents may feel more pressure to report being aware of brands when they are actually are not.

Opinion **Dynamics**

Low-income respondents are more likely to believe in the relevance and importance of Energy Upgrade California and trust the brand

How much do you think the people of California need a campaign like Energy Upgrade California?
- Low-Income: 4.20
- Non-Low-Income: 3.90

How relevant is the mission of Energy Upgrade California for people like you?
- Low-Income: 3.90
- Non-Low-Income: 3.58

How much do you think you can trust Energy Upgrade California to do the right thing for the people of California?
- Low-Income: 3.76
- Non-Low-Income: 3.33

Scale: Not at all — Somewhat — A Great Deal

■ Low-Income (n=972)   ■ Non-Low-Income (1,903)

Opinion **Dynamics**

Low-income respondents have different levels of awareness of campaign priorities

Note: The data for awareness of the Energy Savings Assistance Program comes from the Low-Income Communities Survey (n=702 non-low-income and n=464 low-income). The data source for the other three programs is the 2017 ME&O Tracking Survey
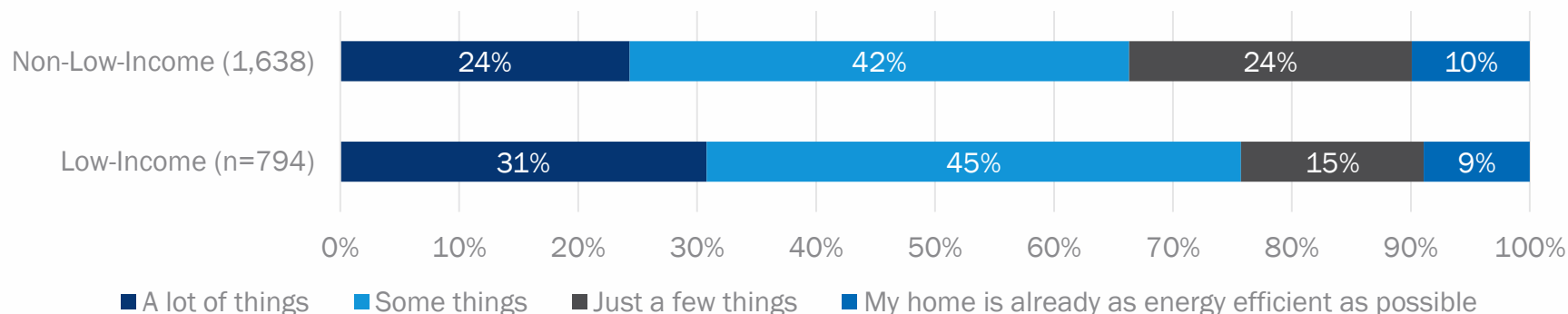
Opinion **Dynamics**

Low-Income Communities and Energy Management

Low-income respondents show strong interest in making changes to save energy in the home, but may require more assistance
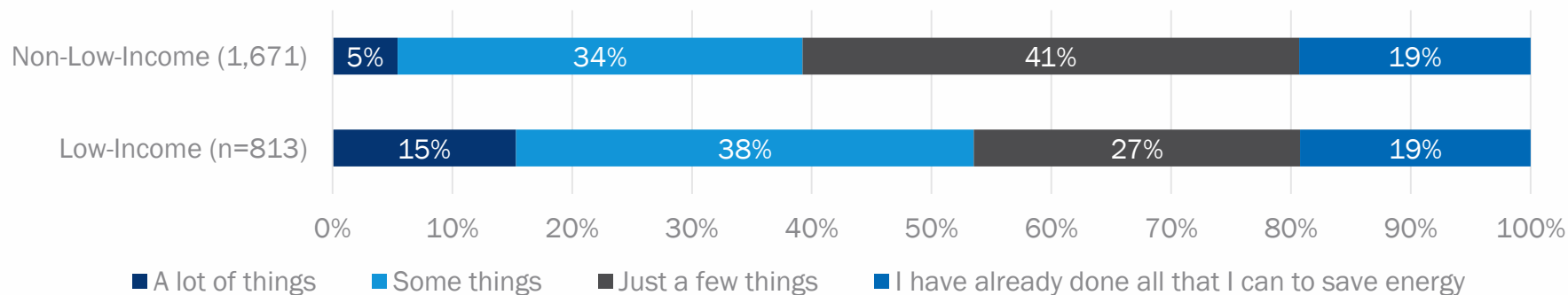
Opinion **Dynamics**

Low-income respondents believe they have more opportunities to make their homes more energy-efficient and make energy-efficient behavioral changes

How much more efficient could you make your home if you tried?

Group	A lot of things	Some things	Just a few things	My home is already as energy efficient as possible
Non-Low-Income (1,638)	24%	42%	24%	10%
Low-Income (n=794)	31%	45%	15%	9%

- A lot of things
- Some things
- Just a few things
- My home is already as energy efficient as possible

How many of your day-to-day actions could you change to save energy if you tried?

Group	A lot of things	Some things	Just a few things	I have already done all that I can to save energy
Non-Low-Income (1,671)	5%	34%	41%	19%
Low-Income (n=813)	15%	38%	27%	19%

- A lot of things
- Some things
- Just a few things
- I have already done all that I can to save energy
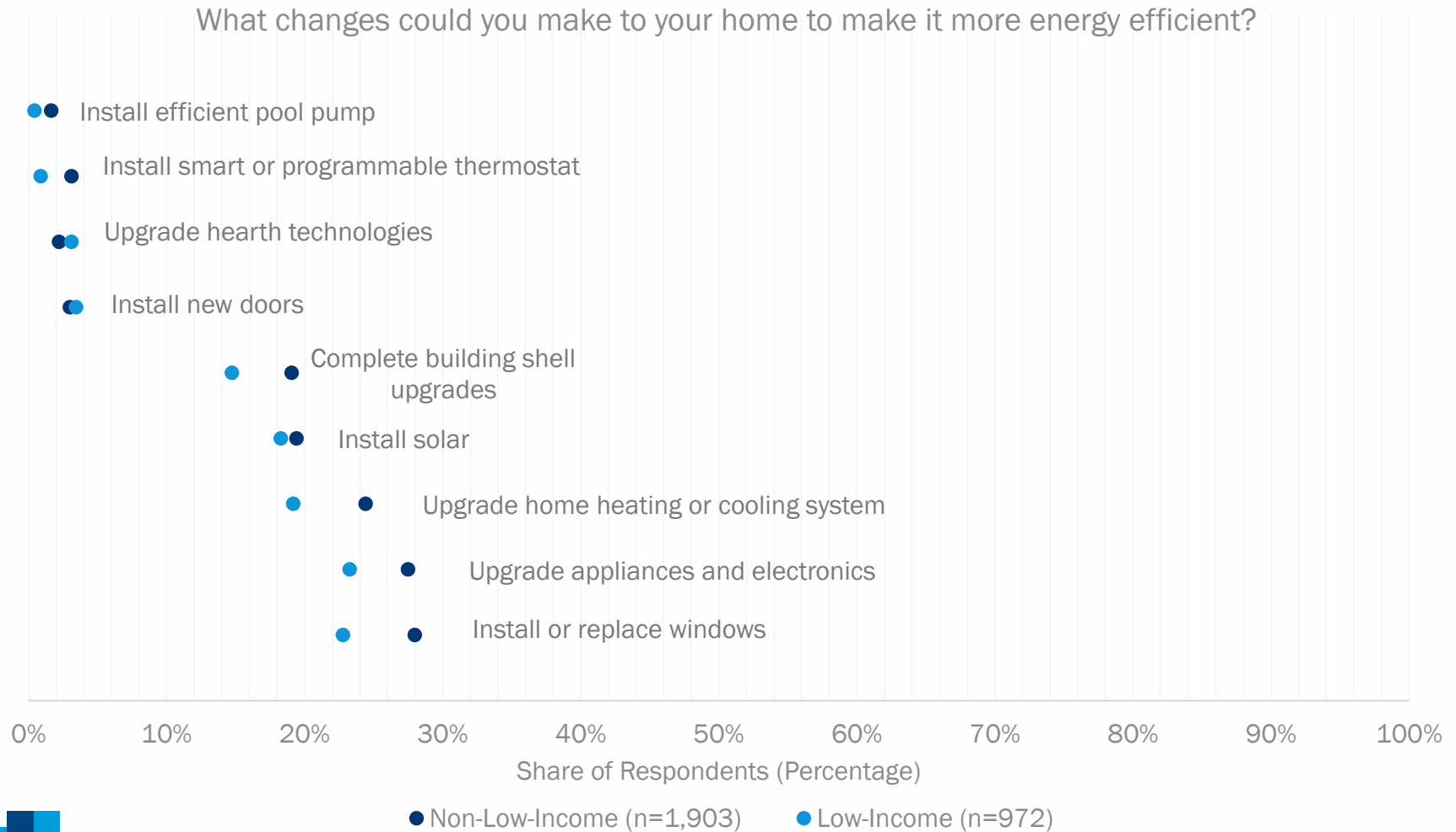
Opinion **Dynamics**

Low-income and non-low-income respondents suggest they can change similar behaviors to save energy (unaided)

What changes could you make to your day-to-day actions to save energy?

- Monitor energy use
- Conserve water while doing laundry
- Open or close curtains, doors and windows to save energy
- Conserve energy (general)
- Shift energy use to off-peak time
- Conserve water (general)
- Unplug or turn off appliances and electronics when not in use
- Reduce heating and cooling use
- Reduce appliance and electronic use
- Install efficient lighting
- Turn off lights when not in use

Share of Respondents (Percentage)
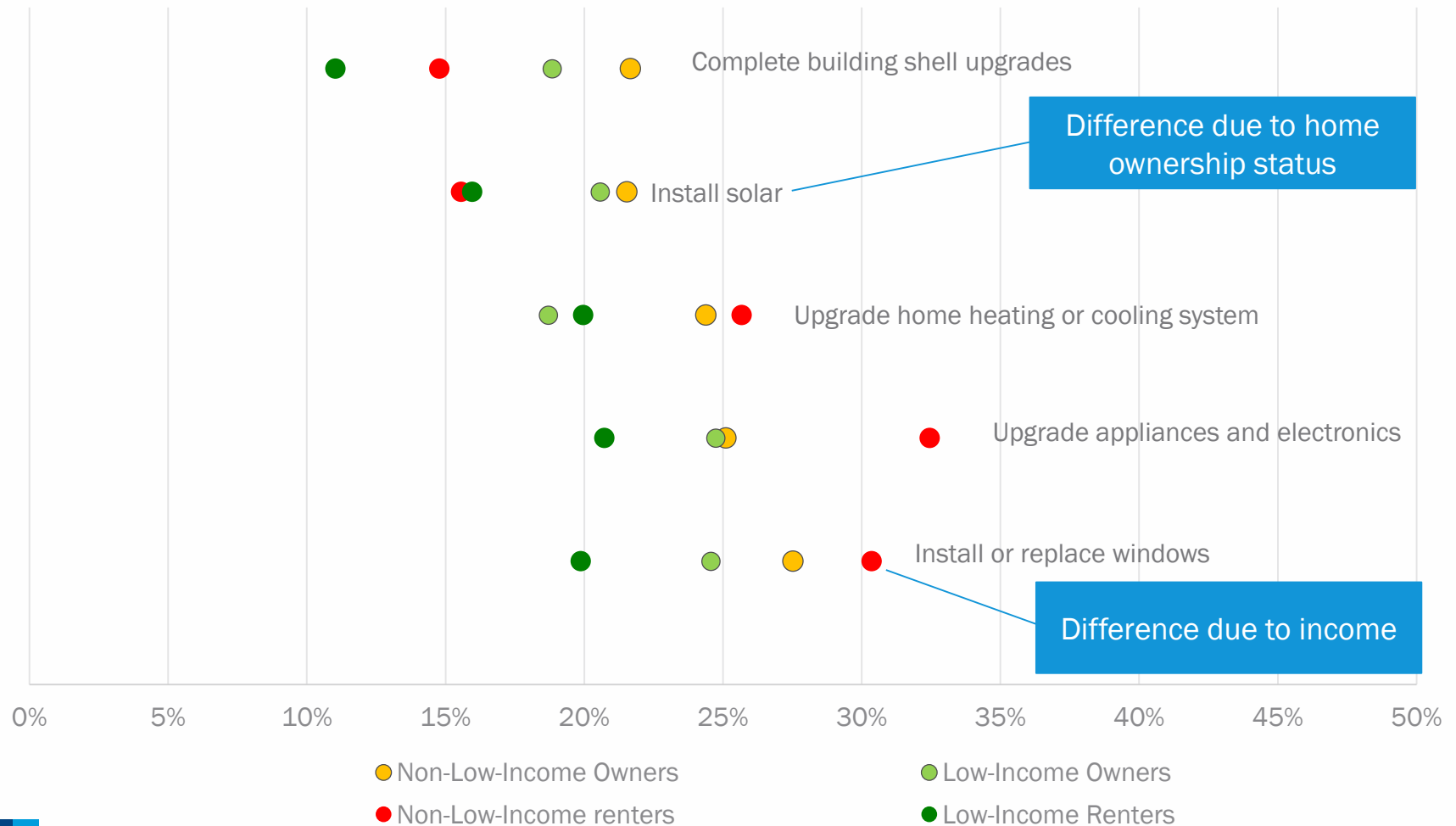
● Non-Low-Income (n=1,903) ● Low-Income (n=972)

Opinion **Dynamics**

Low-income respondents are less likely to suggest they can make medium or high cost energy-efficient purchases or upgrades

What changes could you make to your home to make it more energy efficient?

- Install efficient pool pump
- Install smart or programmable thermostat
- Upgrade hearth technologies
- Install new doors
- Complete building shell upgrades
- Install solar
- Upgrade home heating or cooling system
- Upgrade appliances and electronics
- Install or replace windows

Share of Respondents (Percentage)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

● Non-Low-Income (n=1,903)   ● Low-Income (n=972)

Opinion **Dynamics**

Home-ownership status and income-level can both be barriers to making medium or high-cost energy purchases or upgrades

Complete building shell upgrades

Install solar

Difference due to home ownership status

Upgrade home heating or cooling system

Upgrade appliances and electronics

Install or replace windows

Difference due to income

0%   5%   10%   15%   20%   25%   30%   35%   40%   45%   50%

- ● Non-Low-Income Owners
- ● Low-Income Owners
- ● Non-Low-Income renters
- ● Low-Income Renters

Opinion **Dynamics**

Low-income respondents are more likely to make changes to their day-to-day behaviors to save energy and less likely to believe their landlords will make energy-efficient upgrades

How likely are...
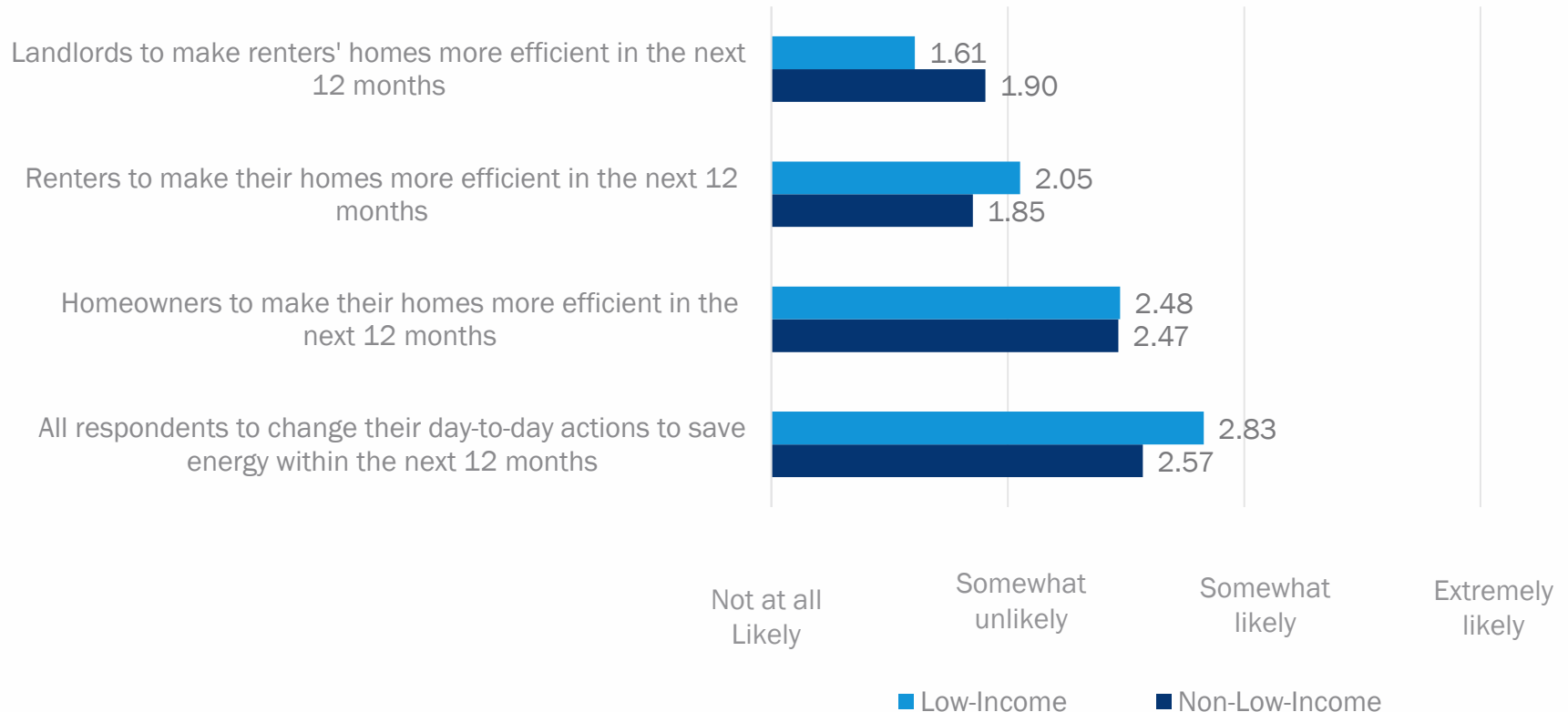
Notes: Renters; n=446 non-low-income, n=488 low-income, Owners; n= 1,192 non-low-income, 306 low-income, All n=1,671 non-low-income and 813 low-income)

Opinion **Dynamics**

Low-income respondents are more likely to be energy conservation achievers

Achievers make an effort to live in ways that reduce their energy use all the time and are particularly concerned about their energy use

Idealists are particularly concerned about their energy use but do not make an effort to live in ways that reduce their energy use all the time

Non-Low-Income (1,903)

Low-Income (n=972)

Achiever, 41%

Idealist, 39%

Not concerned, 20%

Achiever, 50%

Idealist, 37%
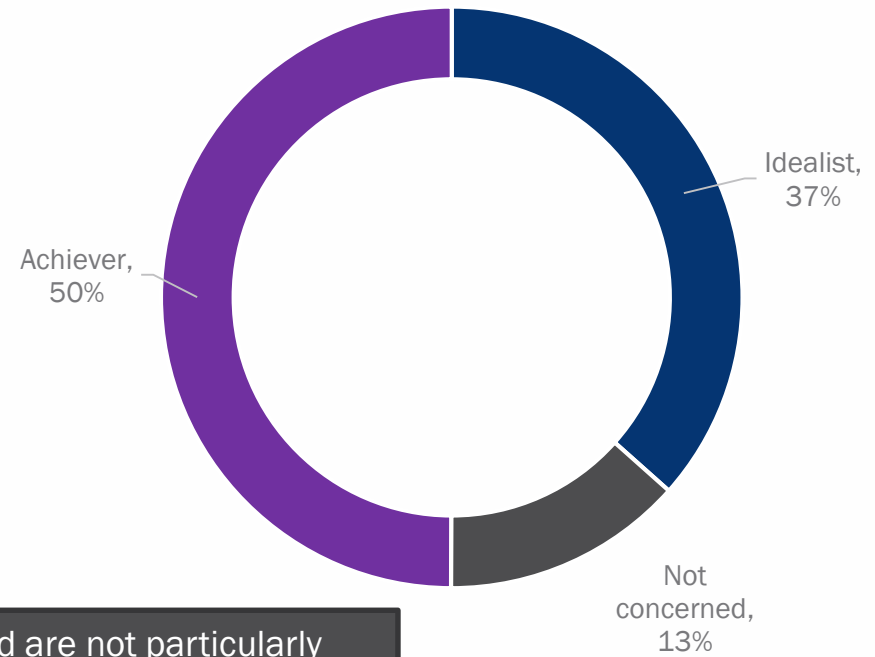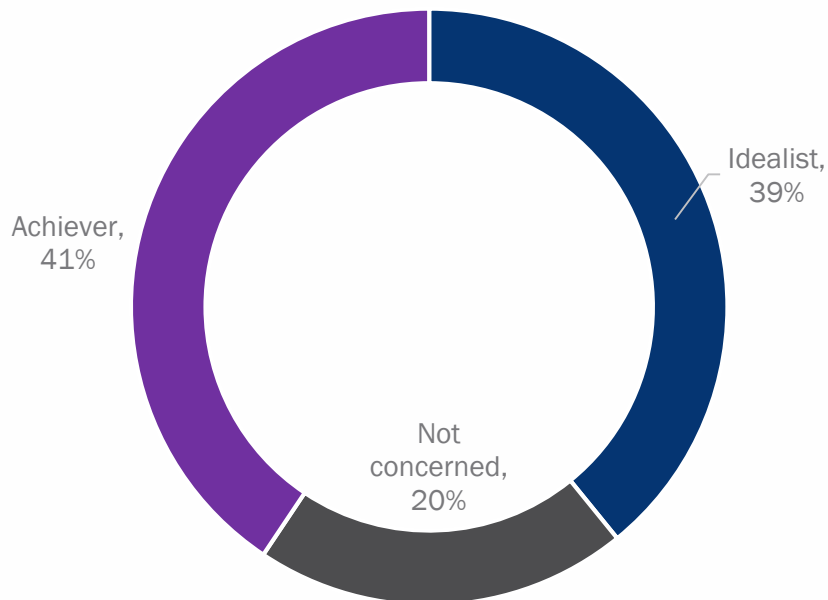
Not concerned, 13%

Not concerned are not particularly concerned about their energy use
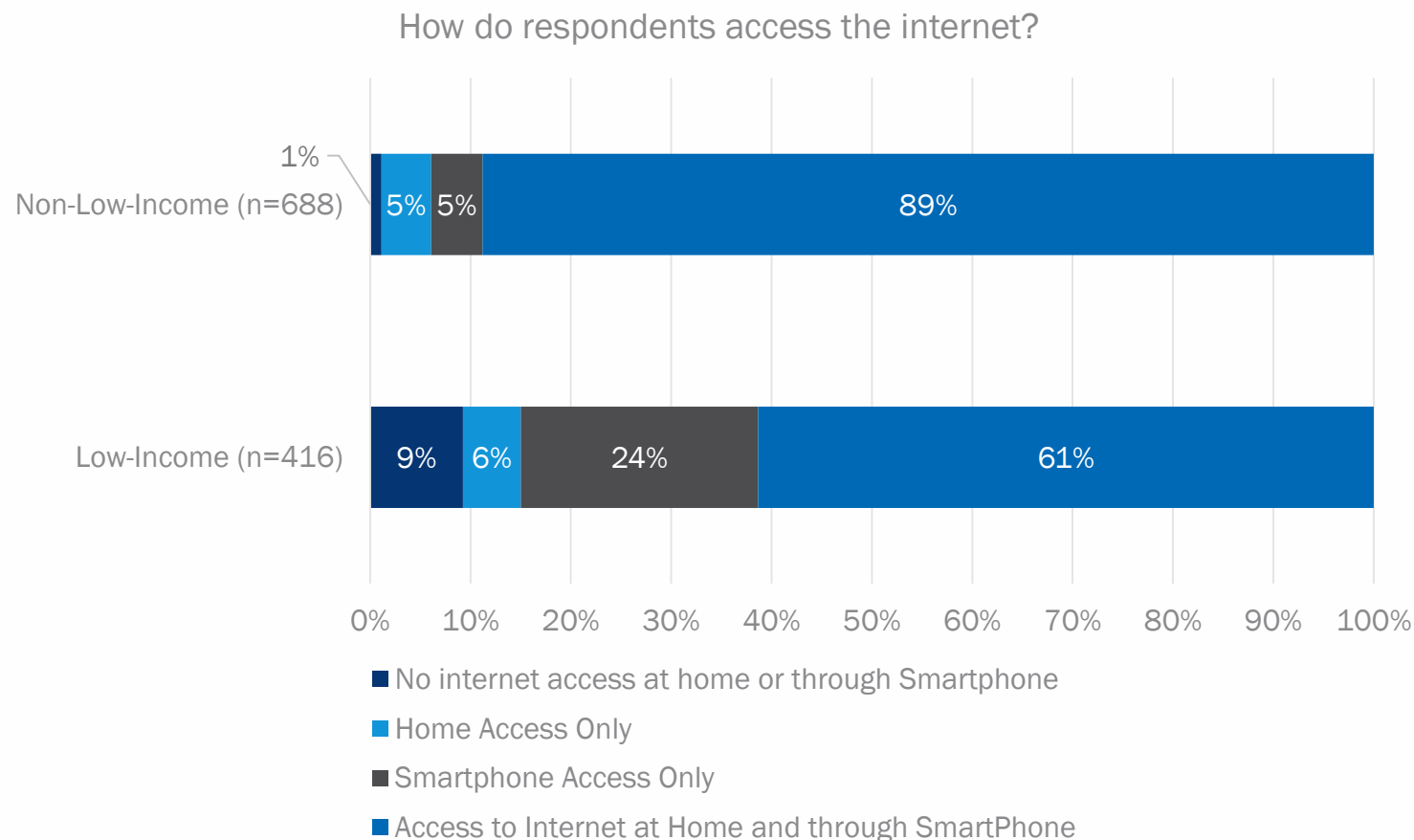
Opinion **Dynamics**

Low-Income Community Barriers

There is a "digital divide" between low-income respondents and non-low-income respondents for technology that allows for participation in future programs

Opinion **Dynamics**

Access to the internet is not a barrier to information for low-income respondents but their mode of internet access may be a barrier to participation in future programs
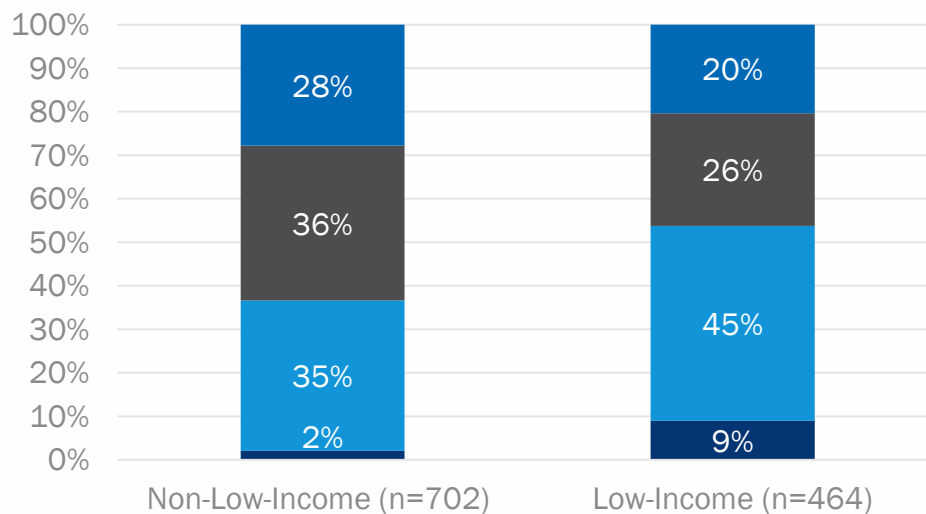
How do respondents access the internet?

Non-Low-Income (n=688)
- 1%
- 5% (Home Access Only)
- 5% (Smartphone Access Only)
- 89% (Access to Internet at Home and through SmartPhone)

Low-Income (n=416)
- 9% (No internet access at home or through Smartphone)
- 6% (Home Access Only)
- 24% (Smartphone Access Only)
- 61% (Access to Internet at Home and through SmartPhone)

Legend:
- No internet access at home or through Smartphone
- Home Access Only
- Smartphone Access Only
- Access to Internet at Home and through SmartPhone

53% of low-income respondents have broadband at home vs. **90%** of non-low-income respondents (n=702 non-low-income and 464 low-income)
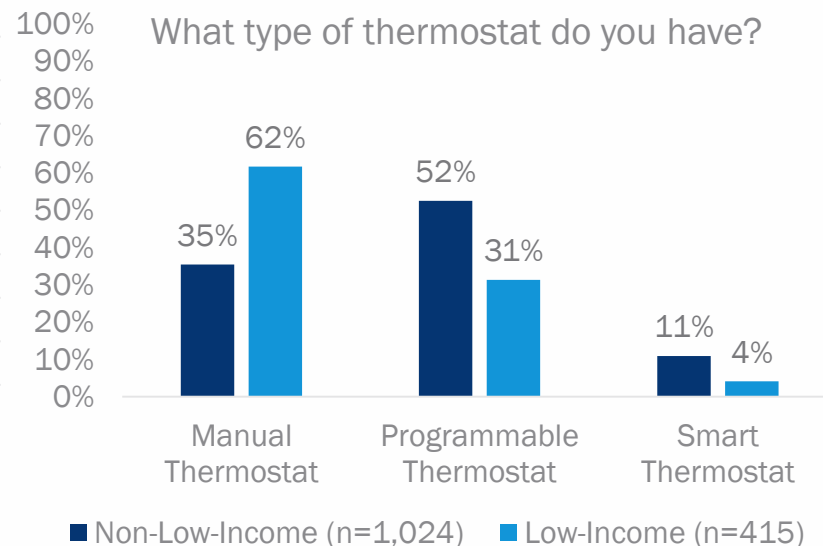
Opinion **Dynamics**

There is a "digital divide" between low-income respondents and non-low-income respondents for technology that allows for participation in future programs

How familiar are you with smart home devices?

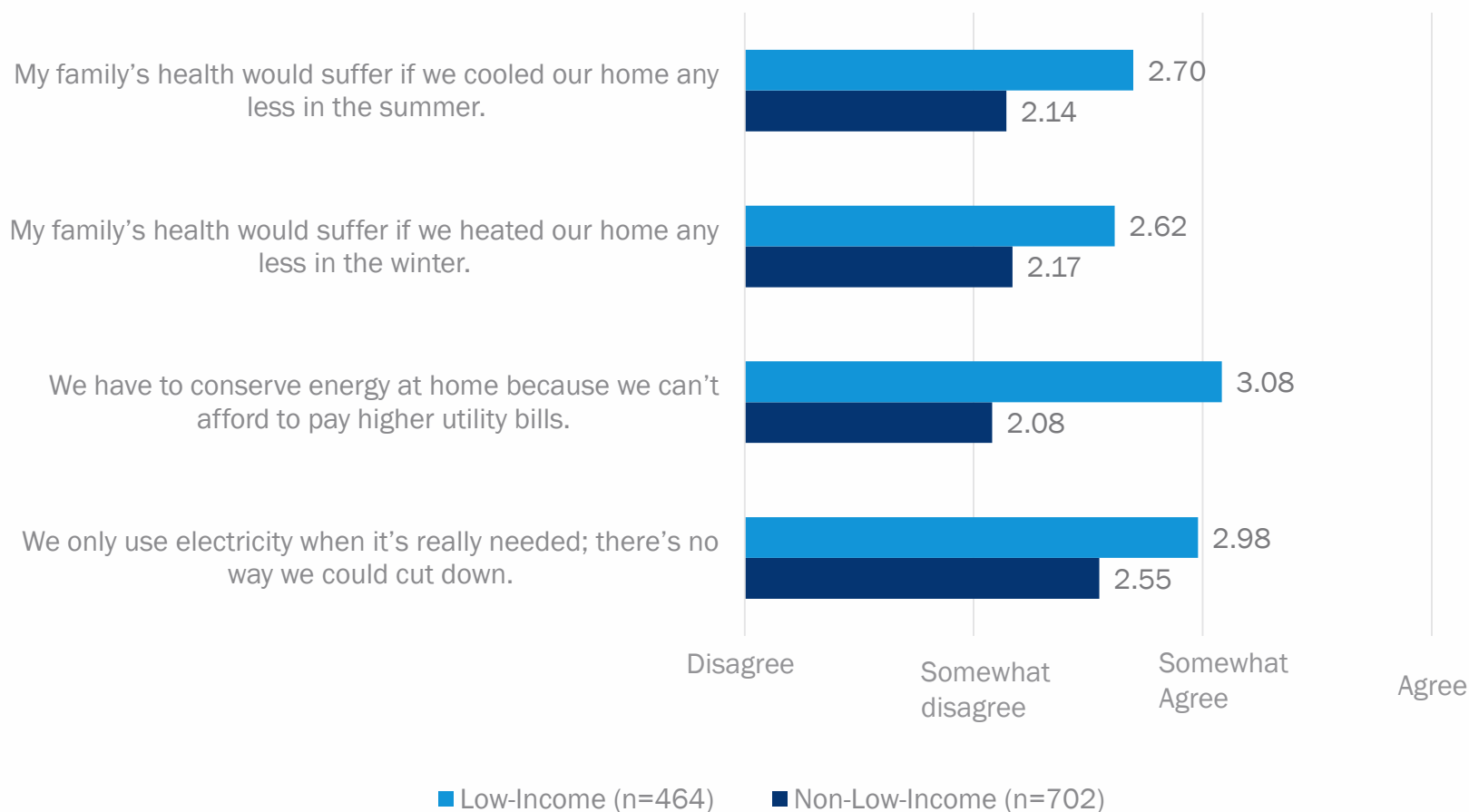|	Non-Low-Income (n=702)	Low-Income (n=464)
My household owns a smart home device	28%	20%
Have heard of them and know a lot about them but do not own one	36%	26%
Have heard of them before but don't know much about them	35%	45%
Have never heard of them before	2%	9%

- My household owns a smart home device
- Have heard of them and know a lot about them but do not own one
- Have heard of them before but don't know much about them
- Have never heard of them before
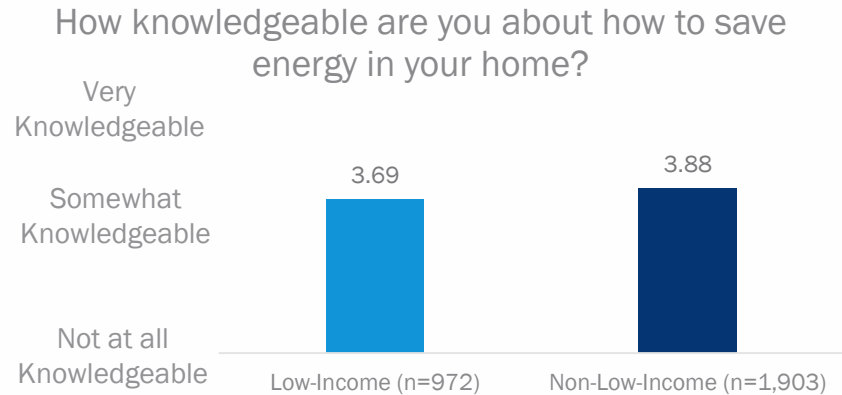
What type of thermostat do you have?

	Non-Low-Income (n=1,024)	Low-Income (n=415)
Manual Thermostat	35%	62%
Programmable Thermostat	52%	31%
Smart Thermostat	11%	4%

Opinion **Dynamics**

Low-income respondents have a higher level of energy insecurity

My family's health would suffer if we cooled our home any less in the summer.
- Low-Income: 2.70
- Non-Low-Income: 2.14

My family's health would suffer if we heated our home any less in the winter.
- Low-Income: 2.62
- Non-Low-Income: 2.17

We have to conserve energy at home because we can't afford to pay higher utility bills.
- Low-Income: 3.08
- Non-Low-Income: 2.08

We only use electricity when it's really needed; there's no way we could cut down.
- Low-Income: 2.98
- Non-Low-Income: 2.55

Scale: Disagree — Somewhat disagree — Somewhat Agree — Agree

■ Low-Income (n=464)   ■ Non-Low-Income (n=702)
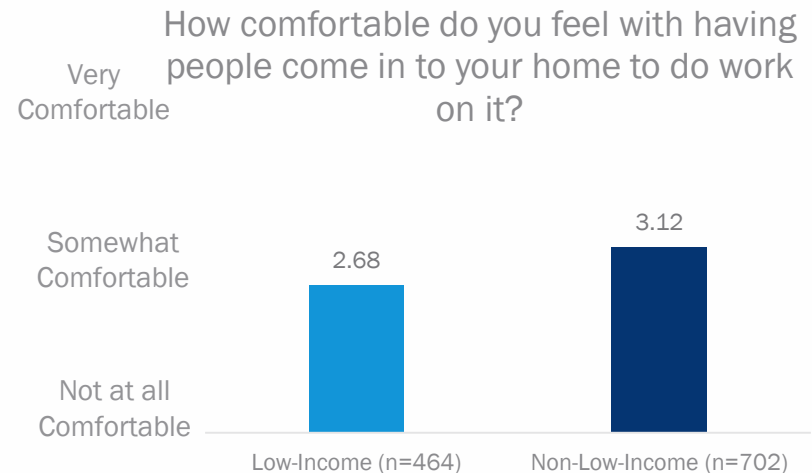
Opinion **Dynamics**

Lack of knowledge about how to save energy and concern about having contractors come into the home may be barriers for low-income respondents

Low-income respondents are slightly less knowledgeable about how to save energy in the home

How knowledgeable are you about how to save energy in your home?

Very Knowledgeable

Somewhat Knowledgeable

Not at all Knowledgeable

3.69 — Low-Income (n=972)

3.88 — Non-Low-Income (n=1,903)

Low-income respondents are less comfortable having people come in to their home to do work

How comfortable do you feel with having people come in to your home to do work on it?

Very Comfortable

Somewhat Comfortable

Not at all Comfortable

2.68 — Low-Income (n=464)

3.12 — Non-Low-Income (n=702)

Opinion **Dynamics**

Reaching Low-Income Communities: Information Sources and Community Connections

Low-income communities can be reached through religious groups and social media
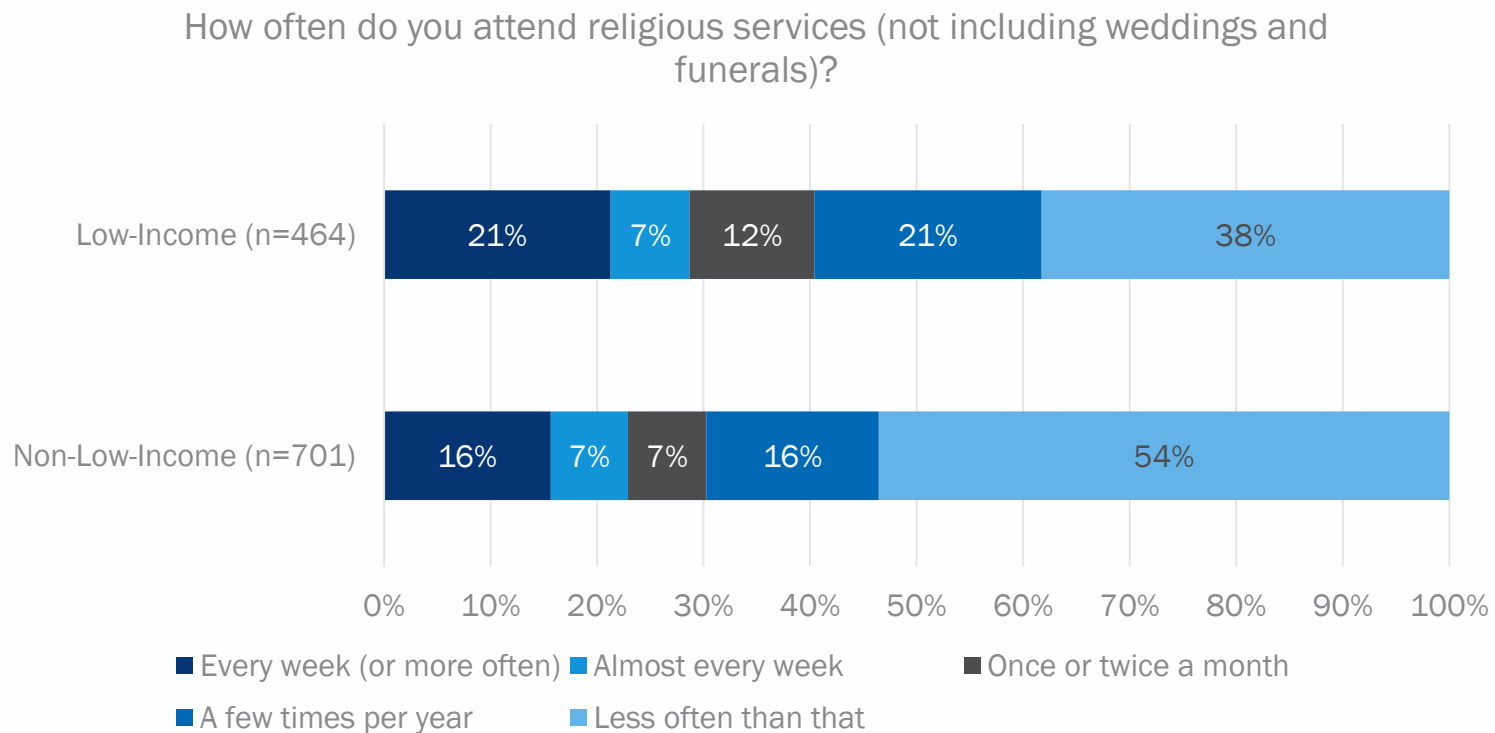
Opinion **Dynamics**

Low-income respondents are most frequently involved with churches and other religious and spiritual organizations. They are less likely to be involved with community groups

In the past 12 Months have you been involved with any of the following groups?

An ethnic, nationality, or civil rights org
A service or fraternal organization
A veteran's group
A labor union
A group that meets over the internet
A senior group
A youth group
A parents' association, like the PTA or PTO
A community group or neighborhood association
A sports club, league, whether for yourself or your child
A school group
A church group or other religious or spiritual organization

Share of Respondents

● Non-Low-Income (n=702)   ● Low Income (n=464)

Opinion **Dynamics**

Low-income respondents attend religious services more frequently than non-low-income respondents

- 35% of low-income respondents say they are a **member** of a local church, synagogue, or other religious or spiritual group (vs. 34% of non-low income respondents)

How often do you attend religious services (not including weddings and funerals)?

	Every week (or more often)	Almost every week	Once or twice a month	A few times per year	Less often than that
Low-Income (n=464)	21%	7%	12%	21%	38%
Non-Low-Income (n=701)	16%	7%	7%	16%	54%

- Every week (or more often)
- Almost every week
- Once or twice a month
- A few times per year
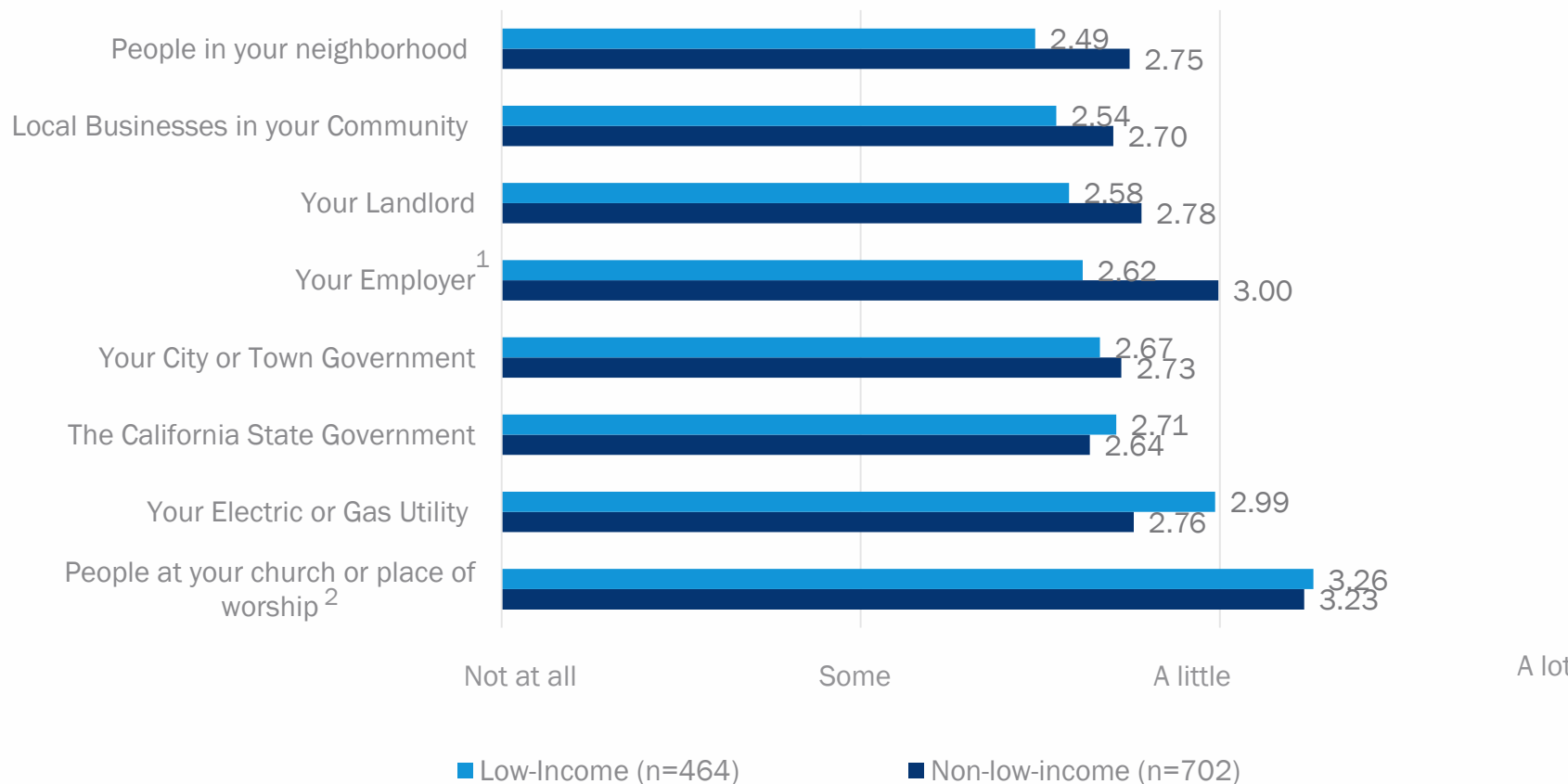- Less often than that

Opinion **Dynamics**

Low-income communities can be targeted through local TV news advertisements and social media

How many hours per week do you spend using each of the following sources to keep up with the news?

Number of Hours Per Week

● Low-Income (n=464) ● Non-Low-Income (n=702)

Opinion **Dynamics**
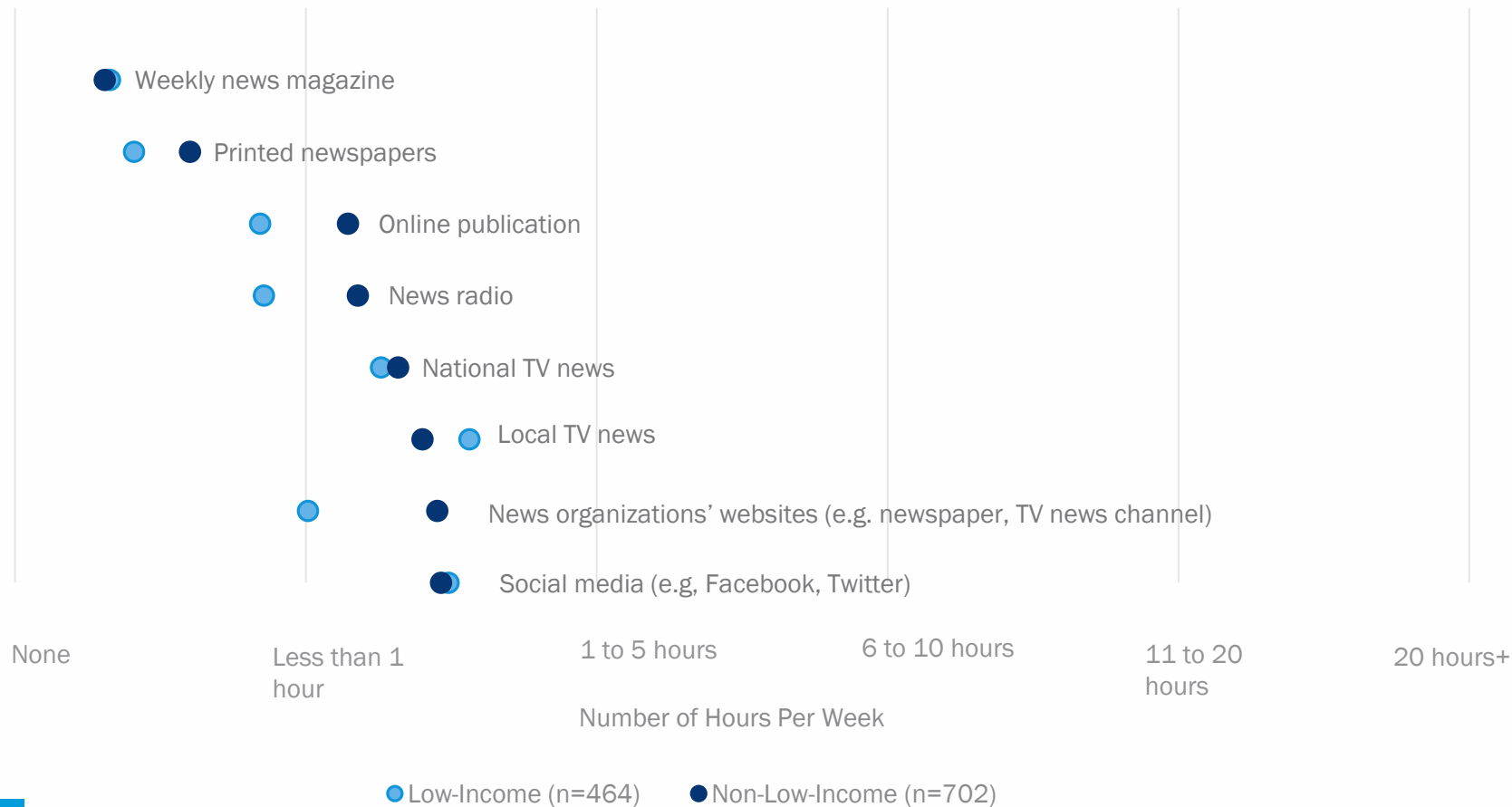
Low-income communities can also be targeted through religious groups and formal institutions such as utilities and governments

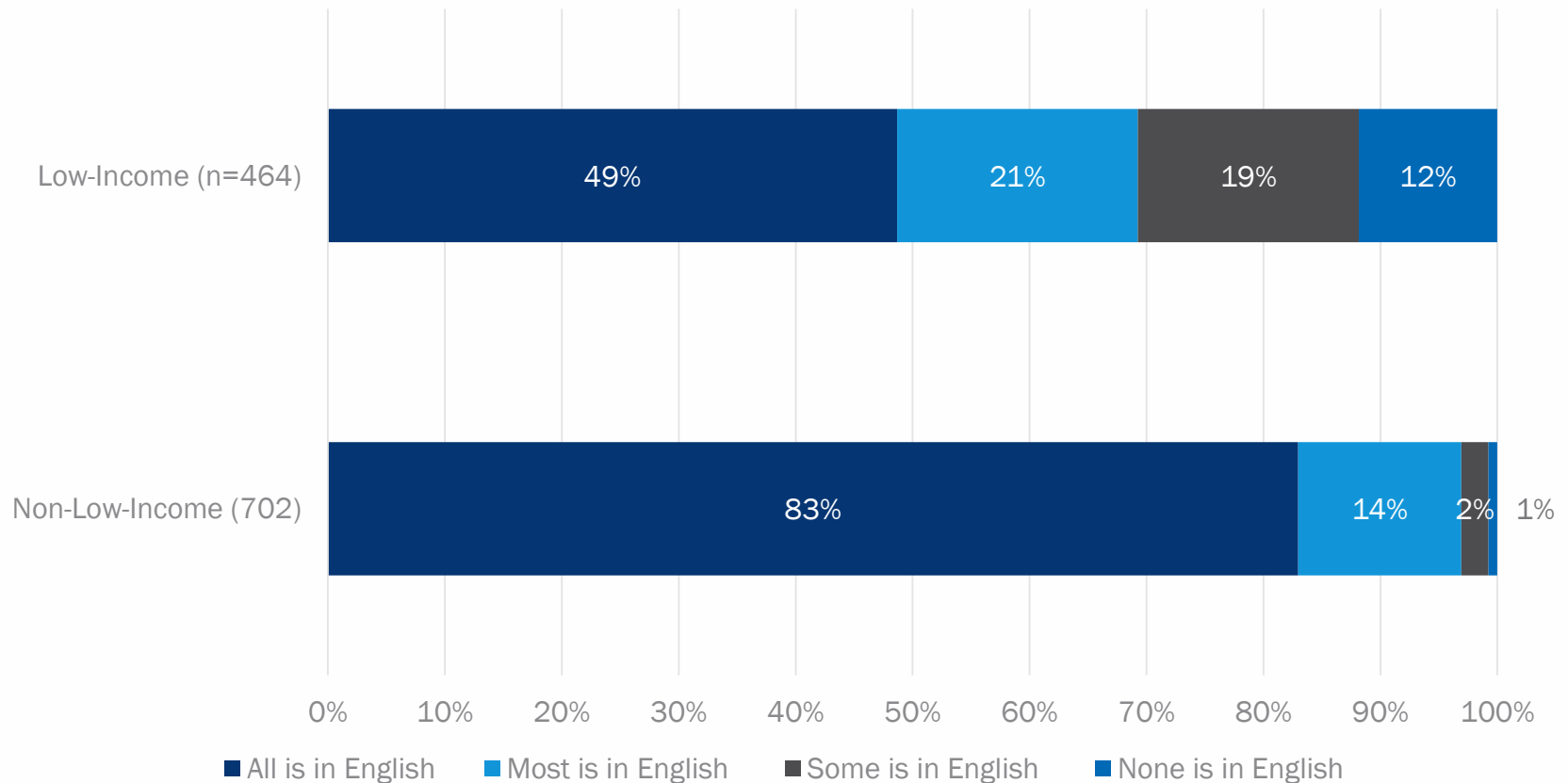## How Much Do You Trust Each of the Following Sources?

Source	Low-Income (n=464)	Non-low-income (n=702)
People in your neighborhood	2.49	2.75
Local Businesses in your Community	2.54	2.70
Your Landlord	2.58	2.78
Your Employer [1]	2.62	3.00
Your City or Town Government	2.67	2.73
The California State Government	2.71	2.64
Your Electric or Gas Utility	2.99	2.76
People at your church or place of worship [2]	3.26	3.23

Scale: Not at all — Some — A little — A lot

■ Low-Income (n=464) ■ Non-low-income (n=702)

Notes: 1. Questions about landlords were only asked of renters (n=212 non-low-income, n=295 low-income)
2. Questions about people at your church or place of worship were only asked of those respondents that attend church or a place of worship (n=232 non-low-income, n= 172 low-income)

Opinion **Dynamics**

Low-income respondents are more likely to receive their news in a language other than English

How much of the news you receive is in English versus some other language?

Category	All is in English	Most is in English	Some is in English	None is in English
Low-Income (n=464)	49%	21%	19%	12%
Non-Low-Income (702)	83%	14%	2%	1%

Legend:
- All is in English
- Most is in English
- Some is in English
- None is in English

Opinion **Dynamics**

Recommendations for Energy Upgrade California ME&O Campaign Target Demographic

Opinion **Dynamics**

Target demographic customers would be prime candidates for Energy Upgrade California marketing

- We profiled customers who have the greatest need and likelihood of changing their actions and behaviors to save energy or the "target segment"

- Target demographic customers are likely to be receptive to Energy Upgrade California marketing.

- Customers in the target demographic were selected based on their potential change their actions and behaviors to save energy and their level of concern about managing their energy usage

  - Level of concern about managing energy usage was the greatest predictor of whether or not respondents frequently made an effort to live in ways that reduce their energy use on the 2017 ME&O Tracking Survey

Opinion **Dynamics**

The target segment is particularly concerned about their energy use and believe there are opportunities to change their actions and behaviors.

Respondents in the target demographic have a high potential to save energy in their home or change their actions to save energy

When asked how many changes they could make to their home or to their daily actions to save energy, target demographic respondents said "a lot of things"

Target demographic respondents also stated they are "particularly concerned about managing their energy use"

25% of respondents are in the target demographic (n=2,587)

These are respondents who care about making changes to save energy but also have the ability to make these changes

Opinion **Dynamics**

Respondents in the target demographic are more likely to be less-educated, low-income, young, and renters

- Respondents in the target demographic are more likely to be:

Renters
57% of respondents in the target demographic are renters (vs. 38% of non-target demographic respondents)

Living with a family member with a disability
25% of respondents in the target demographic have someone in their home with a disability (vs. 22% of non-target demographic respondents)

Low-Income
43% of respondents in the target demographic are low-income (vs. 29% of non-target demographic respondents)
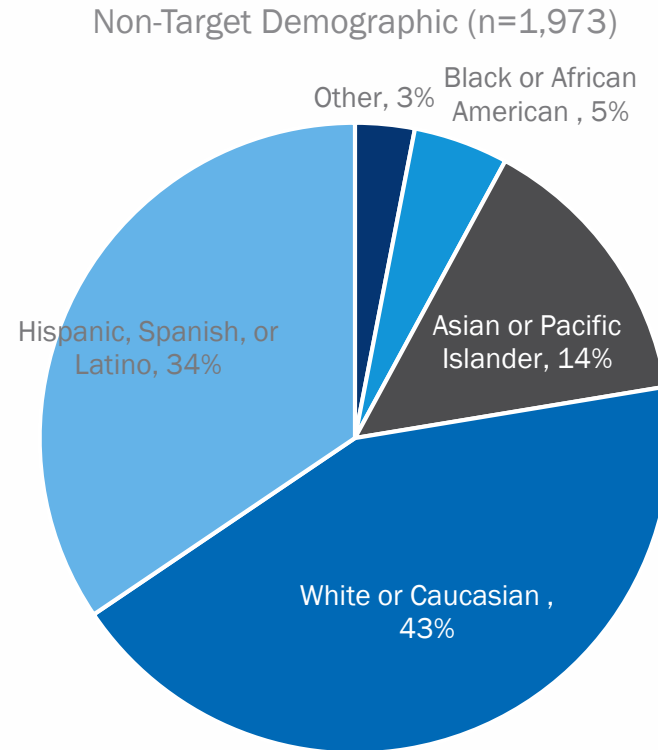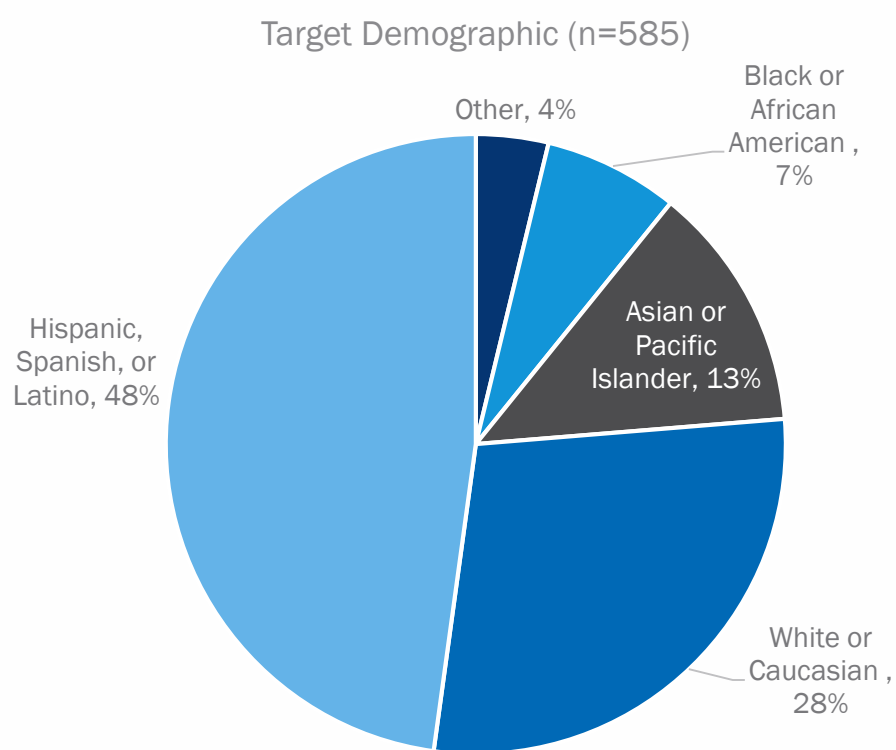
Less Educated
37% of respondents in the target demographic have no college education (vs. 27% of non-target demographic respondents)

Younger
The median age of respondents in the target demographic is 43 (vs. non-target demographic median age of 51)

Opinion **Dynamics**

Respondents in the target demographic are more likely to be Hispanic and African American and less likely to be White

Target Demographic (n=585)

- Other, 4%
- Black or African American, 7%
- Asian or Pacific Islander, 13%
- White or Caucasian, 28%
- Hispanic, Spanish, or Latino, 48%

Non-Target Demographic (n=1,973)

- Other, 3%
- Black or African American, 5%
- Asian or Pacific Islander, 14%
- White or Caucasian, 43%
- Hispanic, Spanish, or Latino, 34%

Opinion **Dynamics**

Target demographic energy management actions and energy conservation beliefs follow similar patterns to results from low-income respondents

- The target demographic is more likely to:
    - Believe Energy Upgrade California is relevant, necessary, and trustworthy
    - Feel prideful when they save money on their energy bill
    - Believe it is important for others to view them as environmentally conscious
    - Have a higher likelihood of making changes to their home and daily actions to save energy
    - Believe in the importance of environmental challenges like climate change
    - Are interested in participating in smart thermostat and TOU programs
    - Worry about not having enough money to pay their energy bills
    - Are knowledgeable about how to save energy in their home and feel like they have control over how much energy their home uses

Opinion **Dynamics**

Reaching the target demographic

- The target demographic is less likely to get their news from traditional sources (TV, radio, newspapers) and more likely to get their news from social media

- The target demographic is more likely to trust information coming from people at their church or place of worship

- Respondents in the target demographic feel less attached to their city or town

- Respondents in the target demographic are less likely to have internet at home, but more likely to have a smart phone

Opinion **Dynamics**

Recommendations

- Consider expanding the use of social media and advertisements on local TV news as campaign channels

- Consider expanding outreach through organizations that low-income individuals know and trust, like religious or spiritual groups

    - Low-income communities can be reached through more formal sources (utilities, government. etc), which they trust over community groups and other local organizations.

    - Develop strategies to ensure that low-income respondents are not being left behind with the introduction of new utility programs that rely on smart devices

- Focus ME&O efforts on reaching the target demographic
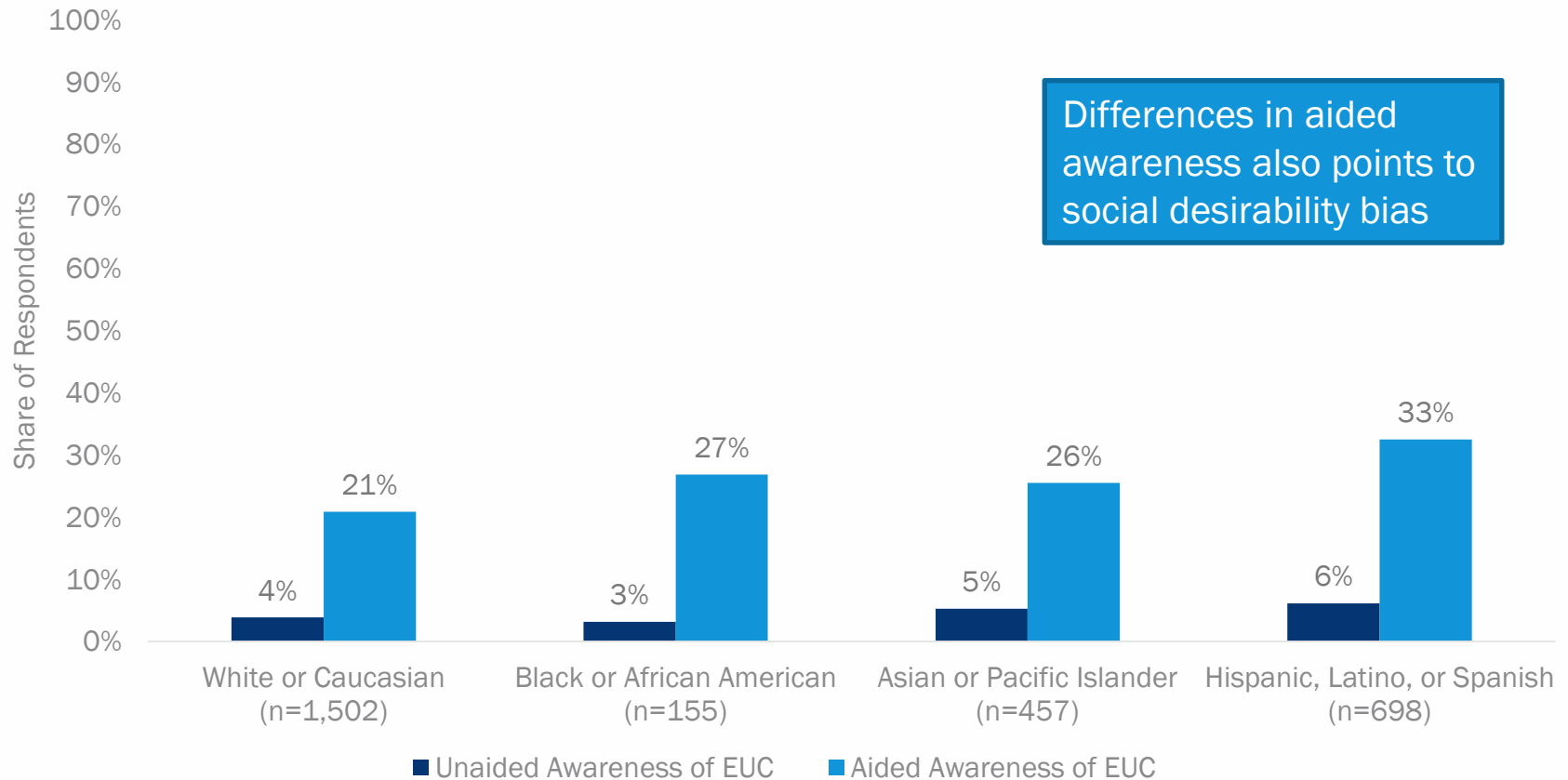
Opinion **Dynamics**

Appendix

Detailed findings by subgroup

Race

Racial minority energy management results tend to follow similar patterns to results from low-income respondents

Opinion **Dynamics**

Unaided awareness is similar across all ethnic groups and differences in aided awareness may be due to social desirability bias

Aided and Unaided Awareness of Energy Upgrade California

Differences in aided awareness also points to social desirability bias

Share of Respondents

- White or Caucasian (n=1,502): Unaided 4%, Aided 21%
- Black or African American (n=155): Unaided 3%, Aided 27%
- Asian or Pacific Islander (n=457): Unaided 5%, Aided 26%
- Hispanic, Latino, or Spanish (n=698): Unaided 6%, Aided 33%

■ Unaided Awareness of EUC   ■ Aided Awareness of EUC

Opinion **Dynamics**

Racial minority energy management results tend to follow similar patterns to results from low-income respondents

- Minorities are more likely to:
  - Believe Energy Upgrade California is relevant, necessary, and trustworthy
  - Be less knowledgeable about how to save energy in their homes
  - Feel prideful when they save money on their energy bill
  - Feel like they have control over the energy their household uses
  - Have opportunities to make their homes more efficient and make behavioral changes to save energy
    - These respondents also believe these are changes that they could make personally vs. changes their landlord could make
  - Believe in the importance of doing their part to make California more energy efficient
  - Worry about paying their energy bills (especially African Americans and Hispanics

Opinion **Dynamics**

Disability

Households with a member with a disability are more concerned about paying their energy bills and have less ability to conserve energy through heating and cooling due to health risks

Opinion **Dynamics**

23% of respondents reported having at least one person in their household with a disability (n=2,968)

Disability	Share of Respondents
Does anyone 5 years of age or older have serious difficulty walking or climbing stairs? (n= 2,954)	9%
Because of a physical, mental, or emotional condition, does anyone in your household 5 years of age or older have serious difficulty concentrating, remembering, or making decisions? (2,961)	9%
Because of a physical, mental, or emotional condition, does anyone in your household 15 years of age or older have serious difficulty doing errands alone such as visiting a doctor's office or shopping? (n=2,953)	8%
Does anyone in your household deaf or have serious difficulty hearing? (n=2,965)	7%
Is anyone in your household blind or have serious difficulty seeing even when wearing glasses? (n = 2,955)	5%
Does anyone 5 years of age or older have serious difficulty dressing or bathing? (2,945)	4%
Have at least one disability (n=2,968)	23%

Opinion **Dynamics**

Respondents from households with a disability are more likely to be older, retired, low-income, and less-educated

- Respondents with someone in their household with a disability are more likely to be :

Older 29% of respondents from a household with a disability are over age 65 vs. 16% non-disability	**Low-income** 51% of respondents from a household with a disability are low-income vs. 29% non-disability
Retired 36% of respondents from a household with a disability are retired vs. 16% non-disability	**Less-educated** 23% of respondents from a household with a disability have a college degree vs. 41% non-disability

Opinion **Dynamics**

Households with family member with a disability do not differ from households with a family member without a disability on beliefs about energy conservation

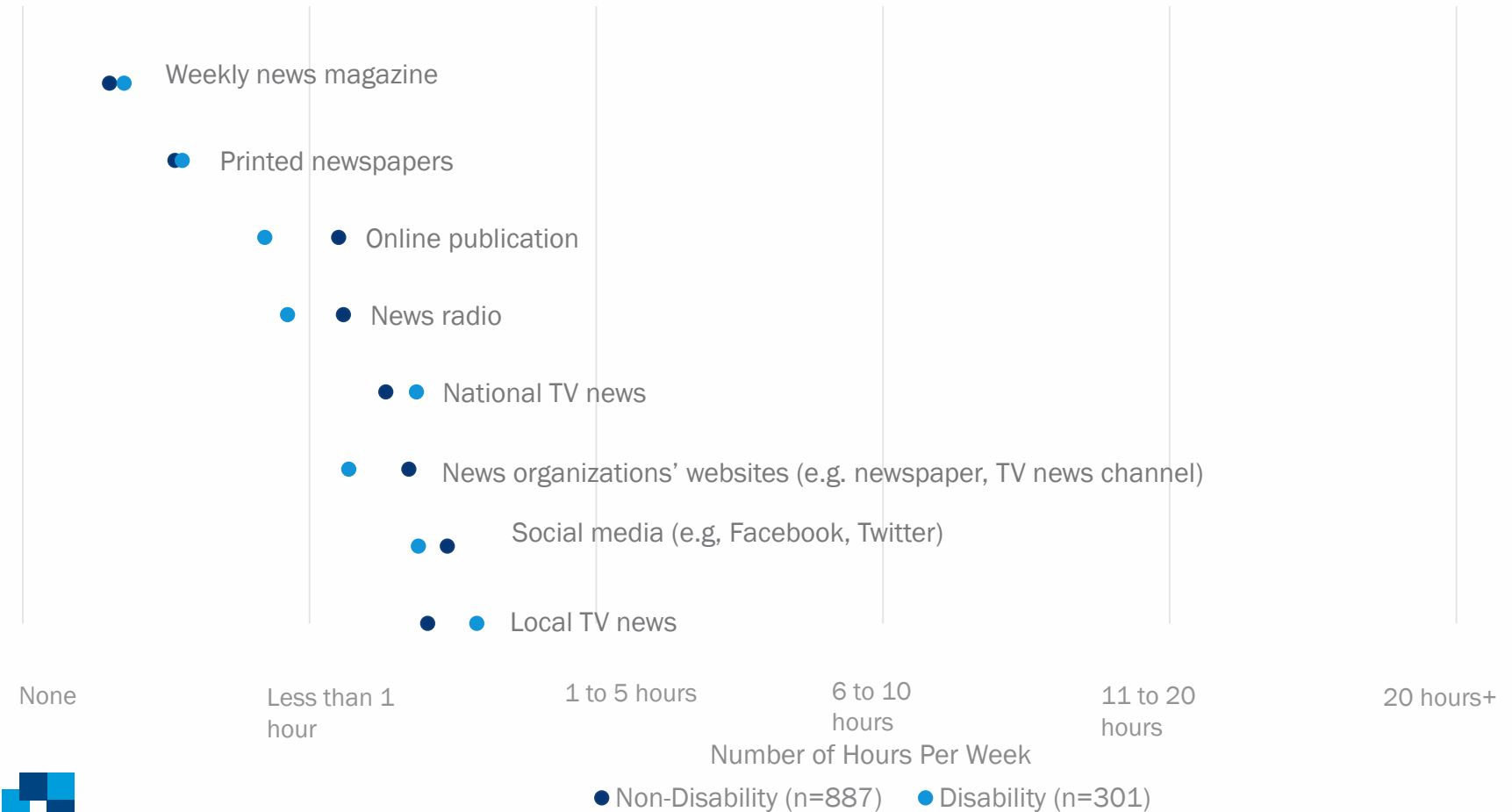- Respondents with at least one member in the household with a disability did not differ from households without a member with a disability in regards to:
  - Importance of being seen as energy conscious
  - Knowledge about how to save energy in the home
  - Beliefs about the importance, relevance, and necessity of Energy Upgrade California
  - Belief in the importance of environmental challenges

Opinion **Dynamics**

Households with an individual with a disability are more likely to keep up with the news through traditional media sources

How many hours per week do you spend using each of the following sources to keep up with the news?

- Weekly news magazine
- Printed newspapers
- Online publication
- News radio
- National TV news
- News organizations' websites (e.g. newspaper, TV news channel)
- Social media (e.g, Facebook, Twitter)
- Local TV news

| None | Less than 1 hour | 1 to 5 hours | 6 to 10 hours | 11 to 20 hours | 20 hours+ |

Number of Hours Per Week

● Non-Disability (n=887)   ● Disability (n=301)

Opinion **Dynamics**

Households with an individual with a disability are more concerned about paying their energy bills

Which of the following best describes your situation?

Disability (n=301)	46%	39%	12%	3%
Non-Disability (806)	65%	28%	5%	2%

Share of Respondents

■ Paying the energy bills is not an issue for me   ■ I occaisionally struggle to pay my energy bills
■ I often struggle to pay my energy bills   ■ I am constantly struggling to pay my energy bills

Opinion **Dynamics**
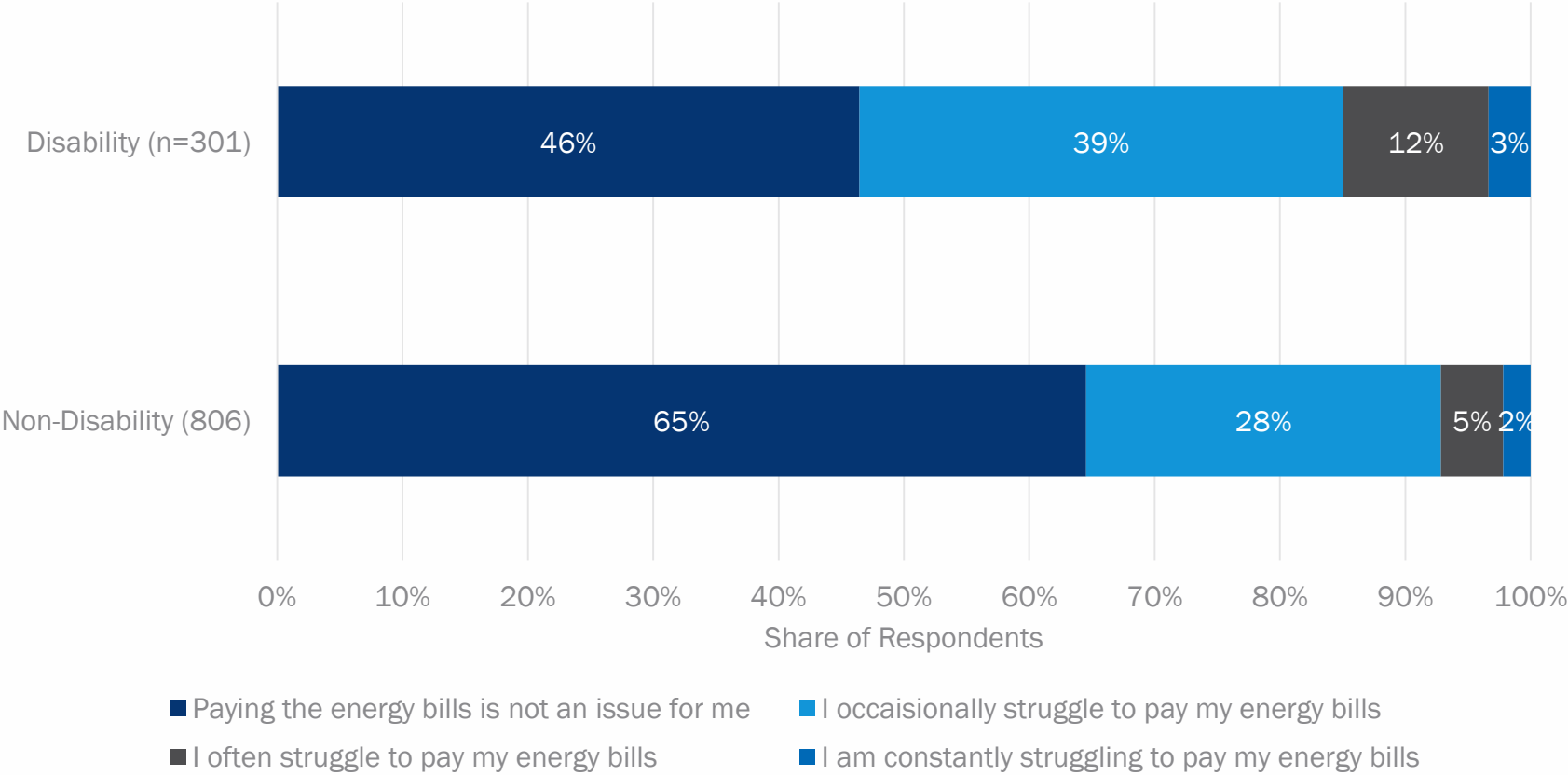
Households with a member with a disability have less ability to conserve energy through heating and cooling due to health risks

Statement	Disability	Non-Disability
My family's health would suffer if we cooled our home any less in the summer.	2.69	2.21
My family's health would suffer if we heated our home any less in the winter.	2.61	2.23
We have to conserve energy at home because we can't afford to pay higher utility bills.	2.76	2.31
We only use electricity when it's really needed; there's no way we could cut down.	2.76	2.67

Disagree   Somewhat Disagree   Somewhat Agree   Agree

■ Disability (n=301)   ■ Non-Disability (n=887)

Opinion **Dynamics**

Non-English Speakers

Opinion **Dynamics**

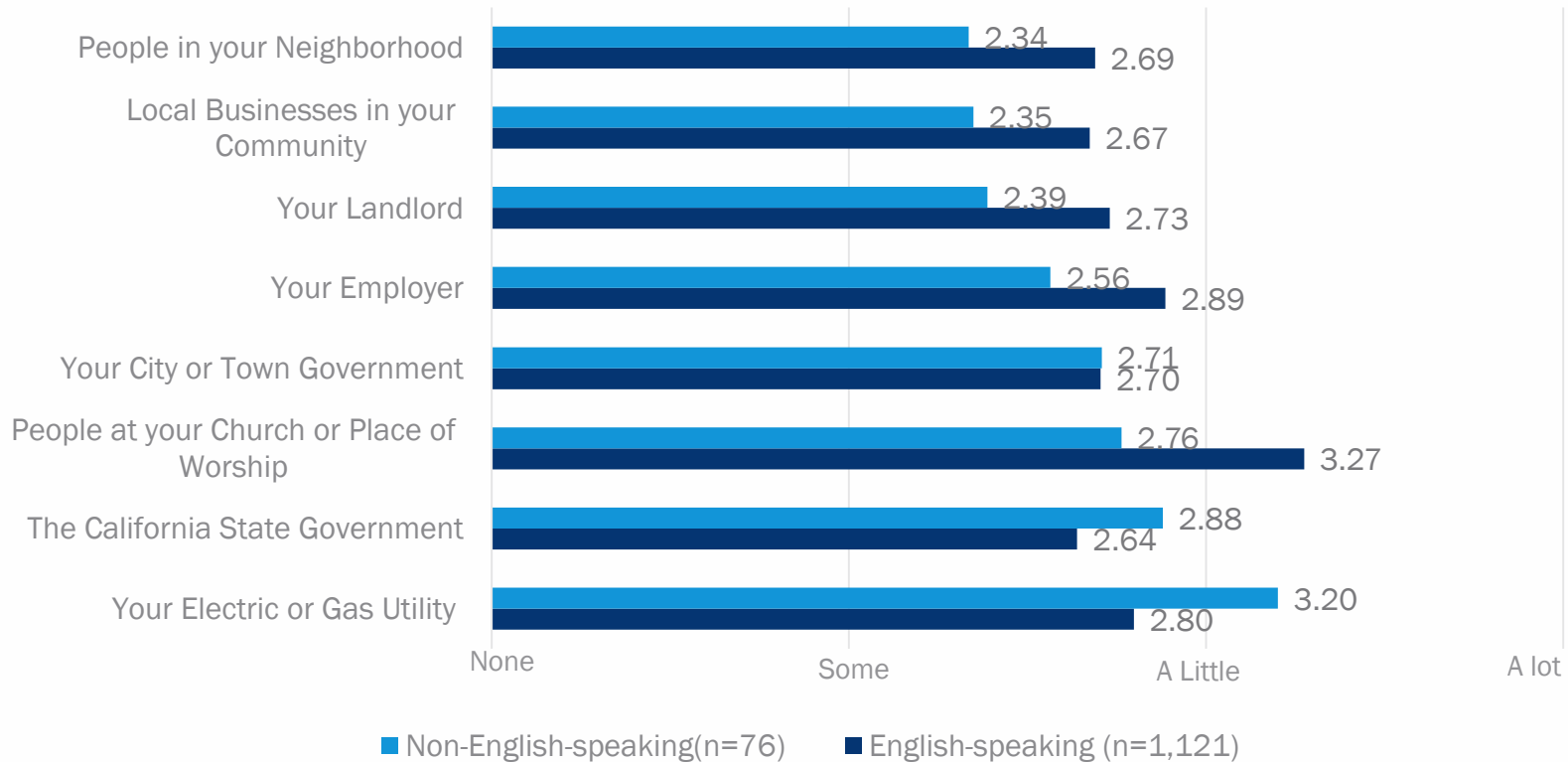# Non-English-speaking respondents are similar to low-income respondents and their response patterns are intensified

- 4% of respondents answered the survey in a language other than English (n=109)

- 87% of non-English-speaking respondents are low-income (vs. 30% non-english-speaking)

  - 44% of non-English speaking respondents have household incomes of less than $20,000 per year (vs. 12% English-speaking)

- Non-English-speaking respondents are more likely to:

  - Lack access to technology (63% of non-English-speaking respondents have smart phones and **21% have access to broadband internet at home**)

  - Be highly motivated to save energy and believe they have the ability to make changes to save energy

  - Have a high level of concern about environmental issues and the amount of energy they use

  - Have less knowledge about how to save energy in the home

Opinion **Dynamics**

Non-English-speaking respondents are more likely to trust formal information sources such as governments and utilities

How much do you trust each of the following sources?

People in your Neighborhood
- Non-English-speaking: 2.34
- English-speaking: 2.69

Local Businesses in your Community
- Non-English-speaking: 2.35
- English-speaking: 2.67

Your Landlord
- Non-English-speaking: 2.39
- English-speaking: 2.73

Your Employer
- Non-English-speaking: 2.56
- English-speaking: 2.89

Your City or Town Government
- Non-English-speaking: 2.71
- English-speaking: 2.70

People at your Church or Place of Worship
- Non-English-speaking: 2.76
- English-speaking: 3.27

The California State Government
- Non-English-speaking: 2.88
- English-speaking: 2.64

Your Electric or Gas Utility
- Non-English-speaking: 3.20
- English-speaking: 2.80

Scale: None — Some — A Little — A lot

■ Non-English-speaking(n=76) ■ English-speaking (n=1,121)

Opinion **Dynamics**

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